

What is claimed is:

1. A cable assembly for use with a passenger vehicle having a plurality of rows of passenger seats, comprising:
 - a multi-conductor cable having a length and first and second ends having respective first and second connectors coupled thereto, wherein the multi-conductor cable is configured to convey electrical signals to at least one of the rows of seats;
 - a cable storage unit configured to hold a coiled portion of the length of the multi-conductor cable, wherein the cable storage unit has a housing portion configured to be mounted underneath at least one of the passenger seats.
2. A cable assembly as defined in claim 1, wherein the cable storage unit comprises a chamber sized to accommodate the coiled portion of the multi-conductor cable.
3. A cable assembly as defined in claim 1, wherein the cable storage unit comprises a reel configured to be rotated relative to the housing to change the size of the coiled portion within the cable storage unit.
4. A cable assembly as defined in claim 3, wherein the housing comprises a plurality of circumferentially spaced tabs configured to enable the reel to be rotated relative to the housing.
5. A cable assembly as defined in claim 1, wherein the first and second connectors include at least one of a DIN connector or an RCA connector.

6. A cable assembly as defined in claim 1, wherein the multi-conductor cable comprises at least one Ethernet conductor.
7. A cable assembly as defined in claim 1, wherein the vehicle is an aircraft.
8. A cable assembly as defined in claim 1, wherein the multi-conductor cable includes at least one conductor made of braided film coated wires.